

Claims 1-7 (Canceled)

8.(New) A cheese alternative product prepared from filled milk formed from dairy origin skimmed milk and vegetable oil, wherein

the vegetable oil contains blood cholesterol lowering agent in an amount such that in the product the blood cholesterol lowering agent has a blood cholesterol level lowering effect, and

the blood cholesterol lowering agent is phytosterol, oryzanol, tocopherol, tocotrienol, polyphenol or a mixture of any two or more thereof.

9.(New) A cheese alternative product according to claim 8 containing at least 0.1 wt.% of blood cholesterol lowering agent.

10.(New) A cheese alternative product according to claim 8 wherein the blood cholesterol lowering agent is phytosterol.

11.(New) A cheese alternative product according to claim 9 wherein the blood cholesterol lowering agent is phytosterol.

12.(New) A process for preparing a cheese alternative product containing blood cholesterol lowering agent in an amount sufficient to have a blood cholesterol level lowering effect, the process comprising:

mixing vegetable oil with dairy origin skimmed milk to form filled milk, the vegetable oil containing blood cholesterol lowering agent,

forming curd and whey by adding a starter culture and/or a coagulant to the filled milk, and

separating the whey from the curd;

wherein the blood cholesterol lowering agent is phytosterol, oryzanol, tocopherol, tocotrienol, polyphenol or a mixture of any two or more thereof.

13.(New) A process according to claim 12, wherein the mixing is performed by injecting the vegetable oil into the skimmed milk to atomise and disperse the vegetable oil.

14.(New) A process according to claim 12, wherein the blood cholesterol lowering agent is phytosterol.

15.(New) A process according to claim 13, wherein the blood cholesterol lowering agent is phytosterol.

16.(New) A cheese alternative product obtained by the process of claim 12.

17.(New) A cheese alternative product obtained by the process of claim 13.

18.(New) A cheese alternative product obtained by the process of claim 14.

19.(New) A cheese alternative product obtained by the process of claim 15.